

Carolina Country

formerly **CAROLINA FARMER**

AUG 17 1970

32 27514L3BRO002
LIBRARIAN
UNIVERSITY OF N C
CHAPEL HILL NC 27514

AUGUST 1970

The Consumer, the Environment and the Power Crisis

Consumers generally agree with conservationists on the importance of protecting the environment and generally support conservation practices.

But the extreme positions taken lately by some conservationist groups and leaders in opposition to any development or utilization of the environment can, unless challenged by consumers, work against the overall best interests of consumers and conservationists alike and result in a back lash which would undercut the conservationist movement.

Certainly few Americans, conservationist or consumer, would want to live in an environment without adequate water supply, adequate power and the other basic necessities of normal life.

Yet some conservationists oppose construction of dams and reservoirs and one of their spokesmen would limit the production of electricity.

Michael McCloskey, executive director of the Sierra Club, took such a position in a speech before the American Public Power Association in April.

"There is no future in the game of trying to find a better power supply," McCloskey said. "We just substitute the environmental problem associated with one power source for another. The way to break this vicious cycle is to attack the logic of the premise of expanding the power supply in the first place.

"The rallying cry of 'abundant, low-cost electricity had a different meaning in the 1920s and 1930s than it does today . . . Today we need to curb the unrestrained growth in power consumption."

McCloskey said his organization based its early battles on the conclusion the great era of hydro dams is over. It opposed several major hydro projects and suggested nuclear and steam plants instead. Now, concerned about radiation and water and air pollution, it opposes any new electrical generation.

Robert D. Partridge, general manager of the National Rural Electric Cooperative Association, representing the nation's consumer-owned electric systems, cited McCloskey's remarks in a speech in June on the problems of power supply.

"I personally believe," Partridge said, "that the 'rallying cry' of 'abundant, low-cost electricity' still has a relevancy in today's society . . . Once you have provided yourself with the basic material essentials of life—food, clothing and shelter—there is no commodity as essential in today's society as electricity. In fact, so necessary has it become that it is doubtful if even the basic essentials of food, clothing and shelter could be provided without it."

The future course of the electric industry, including consumer systems, will depend, he said, on the industry producing enough power to meet the country's growing demands while still meeting the need for a healthy, livable environment.

"There can be no doubt," he said, "that it will cost much money to prevent pollution. Nor should there be any doubt as to the necessity of taking all practical measures to make sure we limit that pollution . . .

"A good case can be made for the contention that the best way to protect our environment is not by limiting power production but by increasing it. Limiting the construction of central station plants would only force industries and consumers to seek other ways of meeting their energy needs. It is more feasible, technically and economically, to control pollution at one large central station plant than to control it as it belches from a hundred small energy sources. On this basis, central station electricity would be doing most of the work now being done by other energy sources. The result would be a cleaner environment."

Partridge, citing reports by the Federal Power Commission and the President's Office of Emergency Preparedness, said the nation stands on the brink of a power crisis.

"The power shortage situation we are now facing is not going to get any better, even under the best of conditions," he said. "The Federal Power Commission recently noted that by 1990 we will have to have four times our present installed capacity.

"The ability to meet this demand is affected by many factors. In addition to concerns over protecting our environment, there is a shortage of gas and coal. Skilled labor is scarce. Longer lead times are needed for today's big plants and, when installed, these plants often experience delays before they are fully on the line."

The shortage cannot be overcome by steam generation. As Partridge pointed out, more consideration must be given to hydro and nuclear generation.

"We know," he said, "that there are still many good hydro sites remaining. And we know that the cleanest way of producing power is through hydroelectric projects. We also know that the benefits of these projects go far beyond the mere production of clean power. They bring flood control, recreation, irrigation, clean water supplies—and much more.

"We must continue our efforts to ensure that the feasible sites are fully and promptly developed as the most desirable means of meeting our nation's needs. And we must not allow artificial and arbitrary tests to hinder this full development."

As for nuclear plants, Partridge said it was "realistic" to look to these to meet the bulk of our future power needs and called for "a crash program to rapidly develop the methods and techniques of producing power (by nuclear energy) without harmful effects to our environment."

But, Partridge pointed out, and the point is important, the solutions to the problems facing the industry, environmental and otherwise, cannot be solved by a divided industry. Private companies are not able to serve all the needs and can no longer, Partridge said, claim that federal and REA-financed generating facilities are unnecessary.

"Rather than fighting our efforts to provide our own power supply," he said, "the companies should be seeking the most efficient use of their facilities in accord with the facilities of other power suppliers in their areas, including rural electric and municipal generating systems." —Jim Chaney



Carolina Country

formerly **CAROLINA FARMER**

Vol. 2, No. 8, August 1970

James A. Chaney

Editor

Edward Brown, Jr.

Associate Editor

and

Advertising Director

Betty McBride

Carolina Homemaker Editor

Official Publication,
Tarheel Electric

Membership Association

P. O. Box 1699, Raleigh, N. C.

J. C. Brown, Jr.

Executive Manager

Reorganization and Better Government

The commission on state government reorganization has the most difficult and most important job of any of the many study commissions working on proposals for consideration by the 1971 General Assembly.

The commission is charged with recommending ways of revamping the hodgepodge of State agencies so that State government can be made more efficient and more manageable. Some boards, commissions and departments may lose divisions or functions in the process. Others which over the years have reported directly to the Governor will, if the commission's tentative recommendations are approved, be grouped according to the nature of their services under cabinet-level administrators. Some which now are virtually autonomous may lose their independence.

Many veteran State officials are apprehensive about the proposed changes. Some are honestly afraid the effectiveness of their agencies will be impaired. Some fear they'll lose prestige or are opposed to change on principle. No matter how the commission couches its recommendations, no matter how carefully it moves, it can't expect to avoid controversy. It must, therefore, do the right things for the right reasons and be prepared to show that every provision in its final report will serve the public interest.

Considering how much is at stake, it seems strange that some members of the commission are needlessly compounding the commission's problems. Yet reports of a subcommittee meeting brought out that at least two subcommittee members advocated hamstringing Attorney General Robert Morgan. They proposed he be reorganized out of the consumer protection field and restricted from intervening in rate increases of other proceedings unless invited to do so by the agency involved.

Such proposals have no chance of adoption and the only purpose served in voicing them was to curry favor with the bureaucrats and special interests on whose toes the Attorney General has stepped. If it weren't for the fact that they could sour the public on the commission, the proposals could be dismissed with contempt and forgotten.

But the damage has been done, and the commission must restore public confidence if it is to have public support. With that in mind, it should issue a statement through its chairman reaffirming that it is acting for the public and making clear it condones no scheme to keep a conscientious Attorney General from doing his duty.

Jim Chaney

COVER — No state offers a greater variety of beaches and beach resorts than our own Variety Vacationland. And as the cover shows, you can still find along our coast, uncrowded, unspoiled strands to enjoy the ocean and forget the world. Photo art courtesy Travel and Promotion Division, N.C. Dept. of Conservation & Development. Tour the coast and the Outer Banks this summer, and you'll see such scenes yourself.

This month . . .

- 4 TARHEEL RURAL LINES
- 6 INDUSTRY GOES RURAL
- 8 THE CAROLINA HOMEMAKER
- 15 HALE!
- 16 THANKS, MR. HENDERSON

CAROLINA COUNTRY IS PUBLISHED MONTHLY BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC. SECOND CLASS POSTAGE PAID AT RICHMOND, VA., 23219. EDITORIAL OFFICES, SUITE 911, BRANCH BANK BUILDING, RALEIGH, N. C. 27602. POSTMASTER, SEND FORM 3579 TO BOX 1699, RALEIGH, N. C. 27602. SUBSCRIPTION PRICE, 75 CENTS PER YEAR. PRINTED BY BEACON PRESS NC., RICHMOND, VA. ADDRESS ALL MAIL TO: CAROLINA COUNTRY, BOX 699, RALEIGH, N. C. 27602.



TARHEEL RURAL LINES

a commentary on events and issues important to consumer-owners of EMCs/by J. C. Brown Jr.

How Much Longer Can the Line Be Held?

Until now Tar Heels served by North Carolina's consumer-owned electric membership corporations have escaped the general rate increases sought and imposed by investor-owned power companies. How much longer they will be spared could turn on how soon the power companies apply for increases in their wholesale rates and whether such increases are approved.

The three major companies from which the non-profit EMCs buy the majority of the current they distribute—VEPCO, CP&L and Duke—all have filed for general rate increases. It is only a matter of time before they apply to the Federal Power Commission for increases in the rates they charge wholesale customers such as electric cooperatives and municipalities.

VEPCO already has won a general rate increase of \$22,500,000 a year from the Virginia Corporation Commission and well may file with the North Carolina Utilities Commission before this appears in print. CP&L has asked the North Carolina Commission for a general rate increase of 14.5 percent. Duke wants a general increase of 18 percent. Both CP&L and Duke, pleading critical financial hardship, have been allowed temporary increases—CP&L 4.0 percent and Duke 4.2 percent—pending hearings on their applications.

The Utilities Commission has set the Duke Application for public hearing August 25 and the CP&L application for September 29.

The Duke and CP&L applications came to the North Carolina Commission on the heels of an unsuccessful effort by Duke to win approval of a fuel adjustment clause. Had Duke succeeded, it would have been able to have raised its customers' bills without a full review of its corporate finances and costs, and could have tied increases to the cost of coal.

Duke might have succeeded but for the well-researched and knowledgeable exposure of the inequities of the fuel clause stratagem by Atty. Gen. Bob Morgan's Consumer Protection Division, the EMCs, the ElectriCities and the N. C. Consumers Council. The EMCs intervened on consumers' behalf through their state power organization, N. C. Electric Membership Corporation.

In opposing the Duke fuel clause, the EMCs helped save Duke's North Carolina consumers at least \$44,800,000 over a four-year period. Had the Duke plan been approved, power costs for the EMCs and their members would have been raised \$1,858,402 for 1970 through 1973. Rates for Duke's retail consumers would have been raised \$39,337,402 and Duke-served municipal systems would have had to pay \$3,604,000 more.

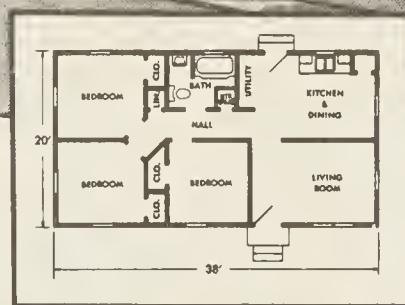
As the Utilities Commission noted in rejecting the fuel clause, the proposal would have allowed Duke to raise rates "without any opportunity for Duke's customers or the public to be heard and without any opportunity to examine said rate increases to determine if they are just and reasonable and non-discriminatory."

Although the State Commission rejected the fuel clause, its approval of temporary increases suggests Duke and CP&L will be more successful in their bids for general rate increase. How they will fare in wholesale rate proceedings before the Federal Commission is unclear, but they can be expected to present strong pleas, and the consumers of electric cooperatives and municipalities should be prepared for the possibility that the FPC may rule for the companies.

If wholesale rates are increased, the EMCs, already pinched by Federal Budget Bureau policies which are reducing their margins and crippling them financially, cannot be expected to absorb the full impact. They may have to pass on at least part of the increases to their members. They will fight, of course, to protect their members' interests but, with the power companies bent on increases, pleading financial disaster and citing mounting demands for electricity, the thin firm line the EMCs have held so long cannot be held forever.



3 Bedroom Colonial



a new home... still your BEST BUY

Almost everything you buy today costs more and is worth less once you own it. Not so with a permanent home. With a home your money is not spent and gone but invested.

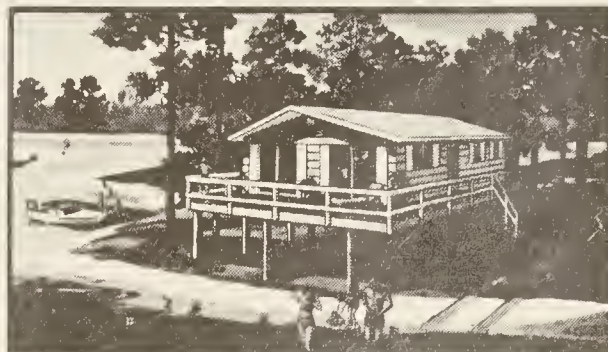
We'll build on your property almost anywhere and offer over 20 models. All are engineered for you to do some of the inside finishing yourself. The outside is completed in every detail. The interior is left at whatever stage of finish you choose. The rest is up to you. The more you do, the more money you save.

INSTANT MORTGAGE FINANCING

to qualified property owners. There's no delay, and no worry while waiting for an outside O.K. We finance the homes we build wherever they are located.

Leisure cottages

A cottage built on your property . . . that's the key to real weekend, vacation and retirement fun. We offer a complete line of second home models — built almost anywhere you own land.



CASUAL Cottage

CLIP THIS COUPON NOW!

When you think of a new home . . . think of

Jim Walter Homes

JIM WALTER HOMES
(Mail to the nearest office)

Please send us your free catalog of homes. We would like to have more information about building a home on our property.



NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

Telephone (or neighbor's) _____

I own property in _____ County

ASHEVILLE, N.C. 28802 P.O. Box 120
474 Tunnel Road
Phone 298-5094

FAYETTEVILLE, N.C. 28306 P.O. Box 4153
Hwy. 301
Phone 485-6111

MOUNT AIRY, N.C. 27030 P.O. Box 454
W. Lebanon St.
Phone 786-4181

CHARLOTTE, N.C. 28208 P.O. Box 8046
5101 Wilkinson Blvd.
Phone 399-8317

GREENSBORO, N.C. 27407 P.O. Box 7218
3025 Highpoint Rd.
Phone 292-0261

NEW BERN, N.C. 28560 P.O. Box 2372
Kinston Hwy. West
Phone 638-1105

IZABETH CITY, N.C. 27909 P.O. Box 672
Hughes Blvd. & Main St.
Phone 335-4252

HICKORY, N.C. 28601 P.O. Box 546
1350 Hwy. 70 S.W.
Phone 328-1811

ROCKY MOUNT, N.C. 27802 P.O. Box 1414
Hwy. 301 South
Phone 616-9128

Industry Chooses Carolina Country

Rural North Carolina Gains In New Plants and Payrolls

The qualities which make the rural communities and small towns of North Carolina such pleasant places to live are as important to industry as to people. You'll not only find the facts the author has assembled interesting but useful to file away for the students in your family who so often have to write about the state and its resources.

By J. C. Brown, Jr.

During the past six years, 859 industries have opened new plants in North Carolina. The majority, 720 of the 859, chose sites in smaller communities and rural areas.

The figures come from the Commerce and Industry Division of the State Department of Conservation and Development and cover the period from January 1, 1964, through the first nine months of 1969.

Commerce and Industry Administrator Robert E. Leak, whose division and staff are principally responsible for North Carolina's successful industrial development program, attributes the rural gain to the fact that rural areas have more to offer industry.

"Companies are beginning to learn" he said recently, "that in rural situations where farming is being replaced, you can go out and get workers." And, he added, North Carolina's community colleges and technical institutes now have a program making it possible for industries to have these people trained for their specific needs.

Moreover, Leak said, rural areas have the land for industrial sites.

"Industries in the cluttered North and Midwest are very room-conscious," he pointed out. "They're looking for places where they won't be hemmed in and where they can get enough property at a reasonable price for all their needs and for future expansion."

Availability of labor and land are only two of many reasons North Carolina's rural communities are scoring with industry.

The state's moderate climate and varied natural resources, its extensive highway system, its abundance of water, its transportation facilities and its educational and research facilities and recreational opportunities offer much to industries and their employees. It has in its many towns and cities the markets for a wide range of industrial products and it is convenient by rail, truck, plane and car to most of the major out-of-state metropolitan centers as well.

"Other factors," Leak said, "include better preparation on the part of small town leadership in handling industrial prospects and better community preparation to meet the demands of industry."

Community preparation requires coordinated effort to improve the community's appearance, facilities and services

and to develop community data.

A recent symptom of the increased determination of the rural communities to seek and accommodate industry is the entrance on an organized basis of the 30 Electric Membership Corporations into the industry-hunting field. Long an integral part of community development efforts, the EMCs have recently given development for industrial purposes an even higher priority in their objectives.

The EMCs are working with their statewide trade association's industrial services department, local organizations, businesses, citizens and development associations in their areas, as well as state and federal agencies, to help communities prepare for the transition from agriculture to industry. They are assisting in gathering and compiling the detailed information industries want on plant sites, services, facilities and labor supply. In several areas they are handling the paperwork and serving as the headquarters for local development programs and projects, such as rural water and sewage systems. Many of their managers, directors and employees are personally, as well as corporately, either actively participating in or giving leadership to local efforts.

A recent survey by Chairman Gwyn B. Price of the North Carolina Rural Electrification Authority showed the EMCs are making possible commercial and industrial payrolls totaling nearly half a billion dollars in the rural areas they serve.

The total did not include figures for farming operations and other non-industrial employment-providing operations on EMC systems or for industries served by other electric suppliers which the EMCs helped attract to their areas.

The locally-owned EMCs see their role in industrial development as part of their overall responsibility to improve the lives and economy of rural people.

Taxpaying and consumer-owned, the EMCs often are the largest independent businesses in their communities. Through their member-owners, they represent every community interest and thus have the local relationships to effectively coordinate and pursue local programs. In addition, they have the power, through their contracts with their wholesale suppliers, to serve any industrial load whatever the size that may choose a site in their territories, and they offer to their industrial consumers equal voice with their owner consumer-members in the election of their directors and in their overall operations. They are non-profit utilities and they are doubly regulated—by the State Utilities Commission as to adequacy of service and assignment of territory and by their consumers as to rates and policies.

Hopefully, 1970 will bring even greater industrial growth in rural North Carolina. The Commerce and Industry Division is stepping up its efforts to that end. And the EMCs, through their state organization, Tarheel Electric Membership Association, in 1969 established an industrial services department.

North Carolina is already an industrial leader. It is the nation's most productive manufacturer of textiles, furniture, tobacco products and brick. It leads in the production of mica, feldspar, olivine and lithium minerals, is fifth in the production of lumber and ranks high in manufacture of food products, chemicals, plastics and electrical machinery. As a major agricultural state, it is growing increasingly important as an agribusiness leader and it is the home of

some of the largest financial and business operations as well as several of the largest industrial plants.

North Carolinians can, and often do, boast of North Carolina's qualities but they also, through their governors and General Assembly, show they recognize North Carolina has problems and unmet needs. Industries which have settled within their boundaries have found the qualities are real. They also have found North Carolina's State government moving with programs to remedy the problems and meet the needs.

North Carolina, located on the Atlantic coast midway between New York City and northern Florida, has three distinctly different geographic regions: the Blue Ridge Mountains, the Piedmont and the Coastal Plains. Its climate is subtropical, with both mild and cold winters, warm summers and pleasant springs and falls. It ranks 28th in size among the contiguous states. Its borders embrace an area of 52,712 square miles—49,067 square miles of land and 3,645 square miles of inland water—and it is 503 miles long, east-west, and 187 miles wide, north-south.

It has abundant supplies of chemically pure ground water, plentiful surface water, many industrially-important rivers and large man-made and natural lakes. Its waterways discharge nearly 17 trillion gallons annually.

Its 320-mile coastline, with its Outer Banks islands, many sounds, inlets, intercoastal water ways, potential barge-industry sites and two large State port terminals at Morehead City and Wilmington, offers many opportunities for water-oriented industry.

North Carolina's population numbers approximately 6 million and is predominately (42.7 percent) rural non-farm with a median age of 25.5 years. Its civilian labor force totals over 2 million and there is a substantial reservoir of potential industrial labor in almost all areas of the state, with a recruitable supply of 101,000 persons.

Each year, 26,500 high school graduates enter the labor force, adding annually to the number of Tar Heels available for industrial employment.

North Carolina's governors and State superintendents of public instruction (North Carolina's public schools are administered through an elected state official and a State Department of Public Instruction, which he heads) have traditionally supported and developed strong educational programs. North Carolina's public schools, as a result, are outstanding in the South.

Over 70 colleges and universities have campuses across the state. Their enrollments total over 730,000 students. Research Triangle Park near Raleigh, which draws on the scientific and technical resources of N. C. State University, Duke University and the University of North Carolina, has a national reputation as an industrial research center.

North Carolina's industrial education program is the oldest and most extensive in the Southeast. Over 115,900 persons were enrolled last year in the technical and vocational programs of the State Department of Community Colleges, 29,800 as students in courses leading to an associate in applied science degree or an occupational diploma.

The Department's new Industrial Services Division provides a free custom training program fitted to the needs of individual industries. Nearly 6,000 persons received such training in 1968-69, learning in many cases to operate the



One of the many industries served by consumer-owned electric membership corporations in North Carolina, Blue Ridge Shoe Co., Sparta, N.C., produces men's shoes and employs over 300 workers.

same machines and use the same equipment they would work with in their employers' plants.

Electric power rates, whether the consumer is served by an investor-owned company or a consumer-owned EMC, are among the lowest in the nation. The combined facilities of the investor-owned companies, the EMCs and the state's 70 municipally-owned electric systems assure delivery of low-cost power to every section of North Carolina.

Natural gas is available in all major communities and industrial areas.

North Carolina's transportation facilities are among the best in the nation.

Its 72,000-mile network of paved roads is the largest state highway system, and substantial additions and improvements, made possible by new highway financing recommended by the Governor and adopted by the 1969 Legislature, are planned in the years immediately ahead.

It is the headquarters for more interstate truck lines than any other state. All told, it has 575 authorized motor carrier and 60 contract carrier operators.

It has a 4,501-mile network of railroads, is on the main routes of both the Southern and Seaboard Coastline, has over 90 airports, including 14 served by five commercial airlines on regular schedules, and 53 steamship lines make regular calls at its all-weather State ports at Morehead City and Wilmington.

People, land, water and natural resources, good government and good roads, power, transportation, facilities and services, they add up to opportunities for investment and they explain why increasing numbers of investment brokers, businesses and industries are finding it good business to invest in rural North Carolina.

(Mr. Brown is executive manager of Tarheel Electric Membership Association. His article originally appeared in "Investment Dealers' Digest," a national magazine of finance).

Summer Savings ...

Meat and the Barbecue Grill

The Carolina Homemaker
Edited By Betty McBride

It takes only one trip through the checkout counter at a food market to know that a dollar doesn't buy what it used to. And, homemakers who must regularly face the total at the end of a long cash register tape soon learn to look for bargains on the shelves.

One such bargain is found in the meat department in the form of economy cuts like chuck roasts and lower-priced poultry items like fryers. When these are selected, menu planning centers around the problem of making these meats appealing to the hungry mouths that collect at the dinner table each evening.

In these warm evenings of summer, covered kettle barbecuing provides a part of the answer. This method of cooking seals in the natural flavors of the meat to keep it juicy. Another means is marinating and basting.

There are numerous recipes for marinades which tenderize the toughest cuts and for basting sauces which enhance flavors that otherwise can be quite ordinary. Some have multiple uses, but others are strictly adaptable to specific meats. The trick is knowing which is best to use.

The following suggests some low-cost meats which help keep the food budget in line and provides recipes for appropriate marinades and basting sauces.

For example, a thick, mouth-wateringly juicy steak dinner for the whole family can be had at chuck roast prices through a simply made marinade. The reason for its economy is the fact that it is just that—a chuck roast.

To accomplish this food miracle, mix together the following ingredients:

- 3 ounces soy sauce
- 1 tablespoon brown sugar

- ½ tablespoon lemon juice
- 1/8 teaspoon garlic powder
- 1 cup water

Place the chuck roast in a shallow dish, pour marinade over the meat and refrigerate it for 24 hours, turning the meat occasionally.

When marinating is complete, cook the roast over medium, direct heat in a covered barbecue kettle, employing the same times used for steak. If you prefer to sear it first, leave the kettle cover off for the first minute of cooking time on each side.

If your family takes to shish-kebob, there is no need to include budget-busting cuts of tenderloin or sirloin when plain stew meat will do nicely after marinating. Soak the stew meat in the following mixture for about 8 hours at room temperature, then skewer alternately with such other items as onions, pineapple, or fresh mushroom caps.

- ½ cup cooking oil
- 1/4 cup lemon juice
- 1 tablespoon paprika
- 2 tablespoons Worcestershire sauce
- 2 tablespoons vinegar
- 2 teaspoons salt
- 2 teaspoons sugar
- 1 teaspoon garlic powder
- ½ teaspoon red pepper

Cook the skewered kabobs over direct heat in a covered kettle for 15 to 20 minutes, turning frequently, until meat is at the desired doneness.

Every meat counter will have certain cuts of pork that are economy priced. One such is a semi-boneless pork roast. A respectable cut, it can be made more pleasing by covered kettle barbecuing and marinating and basting with the following:

- 1 cup soy sauce
- 1½ teaspoon dry minced onion
- ¼ teaspoon garlic powder (optional)
- 2 tablespoons vinegar
- ½ teaspoon red pepper
- 1 teaspoon sugar



Mix the ingredients and pour over roast set in shallow dish. Marinate for four hours, turning the roast frequently so that all sides are exposed to the liquid.

When marinating is completed, the sauce can be used as a baste while roasting the meat in indirect, medium heat for 45 minutes per pound.

Another popular and economical pork dish is spare ribs. Cooked in a covered barbecue kettle, they stay moist and tender. Both their color and taste can be greatly enhanced by an easily made basting sauce which should be used each 10 minutes during the last 30 minutes of cooking time. Here's the recipe:

- ½ cup thawed pineapple juice concentrate
- 1/3 cup packed brown sugar
- ½ cup white vinegar
- 1 teaspoon soy sauce

Mix the ingredients and heat for about five minutes or until brown sugar is well dissolved. Use the basting sauce warm.

A combination of direct or indirect cooking is best for spare ribs. Build the fire on just half the fire grill. Place the ribs in a rib rack, if you have one, so that they are directly above the coals.



and cook them in this direct heat for 30 minutes. Then, turn the food grill 180 degrees so that the ribs are away from the coals and cook for 20 minutes.

If you're using country ribs, which have more meat on them, cook them for 50 minutes in direct heat and 40 minutes in indirect heat. Baste each 10 minutes during the indirect phase of cooking.

If you watch food ads, there is always a special on fryer chickens available somewhere in town. You can put variety into serving chicken by using this basting sauce.

Prepare the chickens without marinating and baste with the following mixture:

- 2 tablespoons cooking oil
- ¼ teaspoon dry minced onion
- 1/8 teaspoon garlic powder
- 1 teaspoon dry mustard
- 1 tablespoon Worcestershire sauce
- ½ teaspoon vinegar
- ¼ cup packed brown sugar
- ½ cup water

Heat and simmer ingredients for 15 minutes and use the sauce warm. Baste every 10 minutes. This is an excellent baste for whole chickens barbecued in a covered kettle.

How to Avoid Unnecessary Service Calls

It's easy to avoid unnecessary appliance service calls.

How? Just be sure something's wrong with the appliance *before* you call a service technician.

Proof lies in the fact that appliance service companies report on automatic washers alone, about 40 per cent of first-year service calls could be avoided.

Service calls on most appliances could be avoided by following these two simple rules.

First, learn all you can about your appliance.

Second, check a few simple items before you call a technician. Not only is it embarrassing to have a serviceman tell you the machine isn't plugged in or that a fuse has blown . . . it can be expensive, too.

How do you learn about your appliances?

When you purchase an appliance, ask the salesman for the owner's manual and installation guide *before* the unit is delivered. Then sit down with a cup of coffee and read both manuals thoroughly.

The owner's manual is your textbook and the salesman and serviceman are your teachers. But it is your responsibility to use them. Ask questions. Don't be satisfied with the answers until you understand your appliance completely. And keep instruction books nearby for quick reference.

If you have lost your owner's manual, write the manufacturer. His address and model number (be sure to give the model number) will be stamped or printed on the appliance.

But, *before* calling the serviceman check these items. They are the most common sources of unnecessary service calls:

1. Electric cord. Is it plugged in? This does happen.
2. Power source. Has a fuse blown or a circuit breaker moved to the off position?

3. Controls. Are they set correctly? Be positive by checking your owner's manual. Give push-buttons an extra firm push and turn dials in the proper direction.

4. Lights. If not on, check the power source. If the bulb's burned out, your owner's manual will tell you type of bulb needed for replacement.

5. Dust, lint and dirt buildup. This reduces efficiency. Washer filters (if not self-cleaning) and dryer lint screens need to be cleaned after each use. Dust and dirt can block your air conditioner filter. Check your owner's manual for instructions in changing or cleaning the filter. Dust and dirt will also build upon the coils, back and beneath refrigerators and freezers. They should be cleaned periodically with a brush or vacuum cleaner attachment.

6. Water supply. Is water flowing into the appliance? Be sure faucets are turned on and hoses not kinked.

7. Doors and latches. Are they properly closed? Most appliances will not operate correctly unless doors and latches are closed tightly.

If you've made the basic checks and read your owner's manual and the appliance still doesn't operate correctly . . . it's time to call for help.

But don't call any fix-it man down the street. Get the job done right. Call your dealer and ask him to recommend a manufacturer's authorized service technician . . . or contact the manufacturer directly. Your county home demonstration agent or your EMC's member services advisor can be an additional source of information.

By avoiding unnecessary service calls, you'll save money. That's one way to beat inflation.



Pitt & Greene's Whitley Promotes Area's Growth

The flat, fertile fields surrounding US 264 from Wilson to Farmville produce some of the world's best bright leaf tobacco. And Wilson itself—only 25 miles away—is one of the world's largest tobacco markets.

US 264A slants left off 264 to Farmville and the general offices of Pitt and Greene Electric Membership Corporation.

The attractive, brick building stands far back from the road and appears to be a recent addition to the small Eastern North Carolina town—not showing its 15 years.

"Gil" Whitley came out in the lobby and with his usual squinting smile held out his hand for a warm greeting.

A year ago Gil Whitley didn't have the time to come out and greet all visitors to the EMC. He was busy running here and there to tie down the details which would mean 438 new member-consumers for Pitt and Greene EMC—and that constituted a 10 percent increase in members.

In June of 1969, Pitt and Greene EMC, along with Edgecombe-Martin County EMC of Tarboro, leased the Davenport electric system north of Fountain for 10 years with the option to purchase it at that time.

The lease meant 76 additional miles of line for Pitt and Greene EMC in Edgecombe and Wilson counties, which also serves in Pitt, Greene, Lenoir and Wayne counties.

Purchasing another electric system is not new to Whitley and Pitt and Greene. The EMC bought the C. L. Hardy system around Maury in Greene County in 1952.

Both the Davenport and Hardy systems recall another era when a person fortunate enough to own and build his own electric facilities soon owned an electric utility business as neighbors requested that he serve them also.

Whitley has been general manager of Pitt and Greene EMC since June 1, 1950. He hadn't been on the job long before he was faced with a crisis of Gargantuan proportions.

"I had been here only 26 days when the largest diesel generator twisted a crankshaft and put all of our customers out of service at peak times," he recalled in his soft-spoken voice.

Whitley quickly showed his ability to improvise when he got power from the Town of Greenville, the now defunct Tidewater Power Company, and other sources to restore power. "It was all done in 10 days," he said, "and we had about eight supply points."



"Our challenges are different now."

The power outage in 1950 was undoubtedly no less annoying to consumers than similar outages would be today, but things have changed nonetheless.

"Our challenges are different now," Whitley said. "We have larger loads now . . . we serve industries . . . so we have more critical loads and more responsibility for continuity of service."

Pitt and Greene serves loads such as Superior Stone Company which operates a stone quarry at Fountain, FCX Feed Mill at Farmville, and several schools including Greene Central High School at Snow Hill.

The EMC has worked closely with the Farmville Economic Development Council, Farmville Industries, Inc., and is the largest stockholder in the Greene County Development Corporation.

Before Superior Stone Company located at Fountain it was willing to contract for only a year's supply of power. "We went to considerable expense to provide it power," Whitley said. "We took a gamble and it paid off." The company has approximately 25 employees.

Pitt and Greene also encouraged the development of two community water systems. The EMC's president, J. J. Grimsley, serves as president of one system, and a director of the EMC helped in the development of the other.

Presently, the EMC is cooperating with the Educational TV network of the University of North Carolina to establish a transmitter in the northern edge of Greene County. Pitt and Greene will construct an underground primary supply for the transmitter.

Gilbert Leroy Whitley is known to most of his friends as "Gil" though some call him "Gib" as his father was known. He was born in Wilson County close to Stantonsburg February 6, 1910, the son of Gilbert E. Whitley and Ora Lancaster Whitley. His father was a farmer.

Whitley has two sisters, Mrs. Robert F. Martin of New Jersey and Mrs. John Haynes of Portsmouth, Virginia; and one brother, John A. Whitley, who lives in Stantonsburg.

"My mother, who is now 82, lives with my aunt over in Stantonsburg," Whitley said. "She painted this picture when we moved in the building," he said, pointing to the attractive painting hanging on the wall behind his desk.

After leaving Stantonsburg High School in 1926, Whitley joined the Navy and finished Class A electrical school. Afterwards, he served on the U.S.S. Texas—then the Navy's flagship.

"When I joined the Navy the recruit officer suggested I apply for the Naval Academy," Whitley recalled. "I passed the entrance exams for the Academy prep class, but I was so interested in electricity that I stayed in that field."



"My job is no less rewarding."

"I look back thinking maybe I did the wrong thing," he said. "But the Navy had a motto then, 'Don't Look Back,' so maybe I shouldn't."

Whitley came out of the Navy in October, 1929—"the month of the stockmarket crash." He returned home to Stantonsburg and did some wiring and rebuilding batteries, but found jobs so hard to come by during the Depression that he re-enlisted in the Navy in 1931.

He served another four-year hitch before returning home again in 1935 to become Superintendent of Utilities for Stantonsburg. The town at that time had some rural lines and served the town of Saratoga.

But then came World War II and the bombing of Pearl Harbor.

"Things looked bad at the time with the Japs occupying the Pacific area," Whitley reminisced. "I had Navy training and felt that I should put it to good use. My wife said I wore out the rug pacing the floor."

"I wrote the Navy and asked to attend Advanced Electrical School and they sent back orders for me to report to Washington, D. C."

So in June of 1942, Gil Whitley returned to the Navy at the Naval Research Laboratory where the courses were "very comparable to electrical engineering training."

After completing his courses with high marks, Whitley was asked to be an instructor at the school. He accepted and recalled his first class: "I had rather faced the Japs!"

Whitley later achieved the rank of Lt. (jg) before leaving the Navy in 1946 and returning to his old job at Stantonsburg.

It was only a year or so later that Whitley and his wife were traveling to Portsmouth, Va. to visit some friends and passed through the town of Hertford.

"I remarked how pretty the town was; it was surrounded by water," he said. "Later I saw an ad for a manager of Albemarle Electric Membership Corporation located there, applied for the job, and got it."

Two years later Whitley's attention was drawn to a position as manager of Pitt and Greene EMC in Farmville. It was close to both his and his wife's home so he decided to return to the area. He became manager of Pitt and Greene on June 1, 1950.

Whitley is married to the former Pauline Coley of Stantonsburg. They were married October 31, 1964. He has a stepdaughter, Paula, 16, who is a junior at Farmville High School.

Whitley's first wife, the former Elizabeth Pitt, died in 1963. Mrs. Whitley's first husband died in 1962.

The Whitleys live in an attractive brick home in



"I had rather faced the Japs!"

Farmville and attend Farmville Presbyterian Church where Gil serves on the Board of Deacons.

He is also a past commander of the American Legion Post, a former board member of the Chamber of Commerce, and has been a Mason for over 25 years.

Whitley is a past president of Tarheel Electric Membership Association and presently chairman of its legislative committee. He is currently vice president of North Carolina Electric Membership Corporation—the power negotiating body for North Carolina's EMCs.

The problems a manager faces have changed over the years Whitley pointed out. "In the early days the problem was one of getting power to people. There was always a certain amount of elation as dark areas became lighted up . . . to see kids running through the house turning lights on and off."

"But now we have other problems like territorial protection, financing, and legal matters," he said. However, Gil Whitley was quick to point out that "my job is no less rewarding."

Pitt and Greene EMC was chartered on June 8, 1937, and began serving in the spring of 1938 with 61 miles of line serving 300 members. Until Whitley came to Pitt and Greene EMC as manager in 1950, the Town of Farmville operated and sold power to the EMC.

Since Whitley has been at Pitt and Greene, the number of members has increased from 2,406 to 4,407. The average monthly use of electricity has climbed from 95 kilowatt hours per member in 1950 to 597 kwh. And the average monthly price paid per kwh has been reduced from 1.3 cents to .007 cents.

Since 1950, the EMC has increased its miles of energized line from 419 to 763.

Pitt and Greene EMC has repaid \$937,442 of the \$2,335,200 it has borrowed through the years from REA (including \$165,892 in advance payment), plus \$498,325 in interest. It has increased to 38.9 percent its member-furnished equity capital and in addition has assigned \$1,162,644 in margins as capital credits to members, and has paid \$479,350 to members in cash margins.

Pitt and Greene's present directors are: J. J. Grimsley, Rt. 1, Ayden; David Corbett, Rt. 3, Snow Hill; Sam V. Tugwell, Rt. 1, Farmville; Mark W. Mazingo, Rt. 2, Farmville; Horace Moore, Snow Hill; Lloyd Gay, Rt. 1, Fountain; Hilton Webb, Rt. 1, Macclesfield, and John Hinnant, Maury.

Grimsley serves as president, Moore as vice-president and Tugwell as secretary-treasurer.

Ed Brown, Jr.

Best of Books

Webster's New World Dictionary, College Edition, first issued in 1953, is still a great dictionary. But now there is a better dictionary. It's the brand new and improved "Second College Edition of Webster's New World Dictionary of the American Language," (World Publishing Co., 1,728 pages, 157,346 entries, \$7.85 regular, \$8.95 thumb-indexed). You can order it at any good store that carries books.

It's not just a revision or expansion of the 1953 edition. It's completely new in every way, from new meanings expressed in new terms and contexts to a new way of helping you pronounce words correctly with a phonoguide record that tells you how to pronounce the sounds.

In short, it's as new as the latest best seller, and that's what the Second College Edition of World's dictionary should turn out to be.

MAILBOX

May I congratulate you on your excellent editorial . . . "Let's Withdraw the Power Troops." You are so right. This editorial should appear in every newspaper in the United States . . .

R. V. Southworth
Charlotte

I want to express my sincere appreciation for the excellent articles in the May 1970 "Carolina Country" about the Farmers Home Administration Farm Family of the year and our Rural Housing loan program.

James T. Johnson
State FHA Director

ELECTRICAL LINEMEN

Expansion has created several openings for experienced linemen. Good salaries, excellent working conditions and liberal fringe benefits. Finest year round climate in the country. Write to Warren Bland, Superintendent Line Department, Florida Keys Cooperative Association, Inc., Box 377, Tavernier, Florida 33070.

SOUTHERN ENGINEERING
COMPANY OF GEORGIA
ARCHITECTS-ENGINEERS
ATLANTA, GEORGIA

Fashion FAVORITES



9402
10½, 20½



4900
TEEN
10-16



9437
10½, 20½
8-16



9434
SIZES
2-8



4628
SIZES 8-18



Pattern No. 9437 is cut in sizes 8, 10, 12, 14 and 16; 10½, 12½, 14½, 16½, 18½ and 20½.

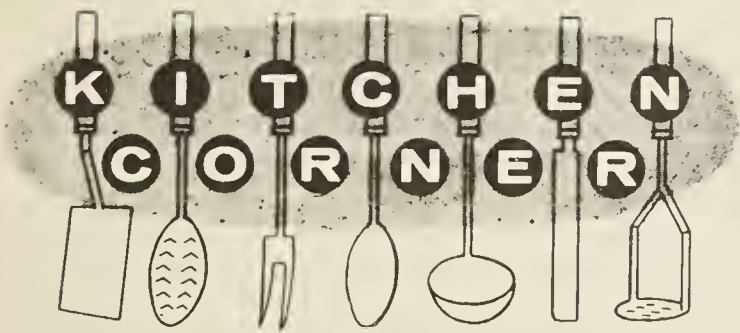
Pattern No. 9402 is cut in sizes 10½, 12½, 14½, 16½, 18½ and 20½.

Pattern No. 4628 is cut in sizes 8, 10, 12, 14, 16 and 18.

Pattern No. 4900 is cut in sizes 10, 12, 14 and 16.

Pattern No. 9434 is cut in sizes 2, 4, 6 and 8.

Send 65 cents in coin (no stamps) for each pattern to: CAROLINA COUNTRY, BOX 42, Old Chelsea Station, New York, N. Y. 10011. For first class mail, add 15 cents for each pattern.



Home Canned String Beans

Is summer time canning time for you? Here is a good canning recipe from Mrs. Esther A. Holleman for string beans. Mrs. Holleman of Knightdale says she furnishes string beans as her part of church suppers and several people always ask for her recipe.

Mrs. Holleman and her husband live on a farm and raise some beef cattle, tobacco, soy beans and hay. The Hollemans have a son and daughter, both married, and three grandchildren. They are members of Wake EMC.

If you have a favorite recipe you'd like to share through this column, send it to: Betty McBride, Kitchen Corner, P.O. Box 1699, Raleigh, N.C. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay \$2 for the recipe chosen monthly for this column.

CAROLINA COUNTRY RECIPE

Submitted by Mrs. Esther A. Holleman, Route 1, Knightdale, N.C. 27545.

Home Canned String Beans

2 gallons broken beans
1 cup sugar
1 cup vinegar
½ cup salt (plain)
not iodized

Cover beans with water until you can see it among beans. Pour above contents mentioned into canner. Heat to boiling then start timing. Boil 30 minutes and put into clean jars. Seal tightly with top and ring. When you open to serve, before putting into your pot with pork, rinse with water.

Free Patterns



Knitted Blouse

Winsome blouse is knitted in eyelet pattern with fingering weight yarn, in misses' sizes 10 to 16.



Crocheted Cardigan

This super sweater is an easy one. You do cluster stitch on a size 'I' hook with 4-ply worsted yarn.



School Sweater

Your school girl wants to look sharp when she goes to the head of the class. Pullover in sizes 4-10.



Little Handbag

What every little lady needs a handbag. This crocheted bag is especially enticing to little girls.

To:

The Carolina Homemaker This pattern offer expires
P. O. Box 1699 October 15, 1970
Raleigh, N. C. 27602

Please send me the pattern instructions I have checked below. I am enclosing a long, stamped, self-addressed envelope bearing a 6-cent stamp. (Two such envelopes are required for more than 4 patterns.)

- ☐ Knitted Blouse ☐ School Sweater
☐ Crocheted Cardigan ☐ Little Handbag

My name is: _____

Address: _____

Comment; if any: _____

The name of my EMC is: _____

"Should Parents Tell a Teenager How To Spend His Allowance or His Earnings?"

"I think parents should tell their teenagers to some extent how to spend their money. I say this because we don't really know the value of money. Like most teenagers we want a lot of fun and action. So most of us spend our money going to clubs on the weekends, buying a few clothes, records. When the time comes for the real necessities of life we don't have the money so we go to our parents and get it. Instead of going to our parents for money we should save a little. I think a parent should tell you how to spend at least 50% of your money, because it will help you later in life."

Virginia Martin
Rt. 1, Box 278
Rockingham

Virginia is 14 years old and will be a freshman at Rohansen High School this fall. She enjoys poetry and listening to all types of music. Her mother, Mrs. Robirtha Martin, is a member of the Pee Dee Electric Membership Corporation.

★ ★ ★ ★

"I feel that parents not only have a right, but an obligation to their teenager to, maybe not tell them, but advise them on the importance of saving a certain portion of their allowance or earnings and of the importance of spending the balance wisely. This would be of great help to the teenagers when they go away to college. Believe me I know!"

Eddie Wall
1104 Forbes Drive
Smithfield

Eddie is 19 years old and will be a sophomore at East Carolina University this fall. His major is history. His parents, Mr. and Mrs. Everett Wall, are served by Pamlico-Beaufort Electric Membership Corporation.

"I think that if the teenager is responsible enough to earn the money, he is responsible enough to know how to spend it. If the money is given to him, it is therefore HIS, not the parents, and he has the right to spend it as he wishes. A teenager doesn't need an allowance if the parents are going to spend it. By letting him spend his own money, the parents are giving him experience which he will need in his future adulthood. He needs to learn how to budget and use his money wisely, and the only way he can learn this is through experience."

Shelia Merritt
Rt. 1
Asheboro

Shelia is 15 years old and will attend Asheboro High School next fall. She enjoys skating and sewing. Her parents, Mr. and Mrs. Roy Merritt, are served by Randolph Electric Membership Corporation.

★ ★ ★ ★

"I don't think parents have a right to tell a teenager how to spend his allowance or earnings. A teenager should be allowed to make decisions for himself. If he doesn't spend his money wisely he is the one who will suffer, not his parents. After a period of time he should become wiser from this experience and spend his money more carefully. It helps a teenager become self-reliant and more mature if he is allowed to make his own decisions. If he makes the wrong decision about spending his money he should profit from his mistake and make wiser decisions in the future."

Susan Barnett
Route 1, Box 16-B
Relief

Susan is 16 years old and will be a senior at Bowman High School next fall. Her hobbies are dating and playing basketball. Her parents, Mr. and Mrs. Clifford Barnett, are served by French Broad Electric Membership Corporation.



If you have a good answer, send it to THE TEEN ROUNDTABLE, Carolina Country, P. O. Box 1699, Raleigh, N. C., at once. Tell us a few facts about yourself—your age, school, hobbies, etc. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a \$5 check. Jot yours down and send it to us right away.

NEXT QUESTION

"What do teenagers think of the growing trend of moviemakers and TV producers to exploit sex and violence? Do they feel it should be stopped?"

This question was submitted by Kim Robertson, who will be receiving \$5 from CAROLINA COUNTRY. Kim is 14 years old and will be a freshman at Hibriten High School next fall. Her parents, Mr. and Mrs. G. B. Anders, are served by Blue Ridge Electric Membership Corporation.

HALE!

Sweet Sound

Two veteran soldiers were bragging about their respective outfits. Said one, "When we presented arms, all you could hear was 'Slap, slap, click.'"

"Pretty fair," replied the other old soldier. "With us it was 'Slap, slap, click, jingle.'"

"Jingle? What was that?"

"Our medals."

Wrong Cut

A pastor came into his pulpit on Sunday morning with a large bandage on his chin. Before reading his text, he explained his injury. "I had my mind on my sermon this morning and cut my chin while shaving."

After the benediction that concluded the long sermon a member said, "He should have kept his mind on his chin and cut the sermon."

Sign of the Times

A church in Paducah has taken advantage of the current rating system used by the motion picture industry by posting this notice outside: "This Church is Rated G."

Quiet Job

A painter was working upstairs in a woman's home. Since she was paying by the hour, she was concerned a bit about the seeming lack of activity long after the man was scheduled to start work.

"Have you started yet?" she called up the stairs.

"Yes, ma'am," the painter called back rather sourly.

"Oh," she called again, "Well, I didn't hear anything up there, so I was just wondering..."

"Lady," called back the angry painter, "I ain't puttin' it on with a hammer!"

The Art of Giving

"Today is cousin Mary's birthday," the wife told her husband. "We ought to give her a gift. Remember she gave me that hat with the fruit on top. We really should reciprocate."

"Reciprocate!" snorted the husband. "We should retaliate."



"Aside of being unreasonable, name a few other small pleasures I get out of life!"

Got Their Number

"Brothers," said the preacher, "the subject of my sermon today is 'Liars.' Now, how many have read the 18th chapter of Mark?"

Nearly every hand went up.

"You are the people I want to preach to," the reverend continued. "There isn't any such chapter!"

A for Answer

Little girl showing report card to frowning father: "I could have gotten more A's—but you know how men feel about intellectual women."

Tight Squeeze

A woman called the reducing salon and tearfully announced that her husband had just given her a lovely gift, but she couldn't get into it.

"No trouble," said the salon manager, "you come down here for three treatments and we'll have you wearing that dress in no time."

"It's not a dress," sobbed the woman. "He gave me a Volkswagen!"

Enough's Enough

Two young boys were discussing the girl problem. Said the first: "I've walked to school with her three times and carried her books. I bought her an ice cream soda twice. Now, do you think I ought to kiss her?"

Replied his friend: "Naw, you don't need to. You've done enough for that gal already."

Mission Impossible

One mother says a visitor asked her small son what he wanted to be when he grew up.

"I want to be possible," was the boy's quick reply.

"Possible?" said the visitor, perplexed.

"Yes," said the little fellow. "Every day momma tells me I'm impossible."

Paid Up

An aged, dented jalopy making the rounds downtown wears this handwritten inscription painted on the rear: "I may look like an old tin can but I'm not hiding from the finance man."

SPECIAL OFFER!

Any black and white film
8 or 12 exposure, developed
and printed for only

69^c

(plus names of 2 persons having Cameras)

NAME _____

ADDRESS _____

ZIP CODE _____

NAME _____

ADDRESS _____

ZIP CODE _____



Colonial studio

P. O. BOX 3212, CHARLESTON, S. C.
ESTABLISHED 1910 29407

KODACOLOR: 8 Exp. Roll, enclose \$1.78
12 Exp. Roll, enclose \$2.25

While You're At It, Mr. Henderson, How About Junk Mail?

North Carolina's David N. Henderson deserves the blessings of everybody who has a mail box for his proposal to limit postal subsidies enjoyed by big mailers.

Henderson, who in addition to representing the state's third District in Congress is vice chairman of the House Post Office and Civil Service Commission, plans to examine policies which permit, to quote him, "subsidized distortions on the part of publications like 'Readers Digest.' "

His ire was aroused by an article in that magazine's May issue entitled "Time to Say NO to Big Farm Subsidies."

Henderson said the piece was "replete with outright distortions and mistakes" and criticized the magazine for "systematically distorting the issue of farm subsidies while at the same time it ranks among the largest recipients of federal mail subsidies" which last year alone enabled it to save \$9.4 million in postage.

He announced he was going to ask the House Post Office Committee to consider putting a ceiling on the amount of subsidy an individual publication can receive—a ceiling similar to that advocated by Readers' Digest for farm programs.

The Congressman was right on target, but the Readers' Digest's carping against farm programs is only one of the reasons something needs to be done.

The millions of people whose mailboxes and letterboxes are stuffed every week with unwanted books, records, contest material and such will hope Henderson does not confine his sharpshooting to the magazine's editorial line but will find a way of stopping the flood of its junk mail.

Maybe you remember the Readers' Digest's latest contest. You got an envelope full of material which did its best to make you think you had won a car, or a TV or a lot of money. The material was accompanied by what represented itself as a letter written especially to you, and you were instructed to return what looked like a check or certificate to let the magazine's generous publishers know you were willing to accept your prize.

A whole lot of people believed they really had won. And a whole lot were disappointed. The trick, of course, was to get people to take out subscriptions and many probably did.

But Mr. Henderson should know, and probably does, that Readers' Digest is not the only offender. Indeed, an epidemic of "you may be a winner" contests was transmitted through the mails earlier this year, subsidized by taxpayers' money.

In one case, in a contest conducted by a nationally popular home and garden magazine, an elderly Raleigh widow received a letter which convinced her she had won her choice of a Dodge, Oldsmobile or Mercury station wagon loaded with bonanza prizes.

She called a neighbor and had him read the letter. He said the wording seemed clear—she had won.

So the widow, a retired educator who isn't easily misled, mailed the certificate she had received back to the magazine and waited for news about her station wagon. Weeks passed.

"I don't know why I haven't heard anything," the lady complained. "I've taken the magazine for years. I know they wouldn't trick anybody."

Finally a letter came. "You," the magazine informed the widow, "have won a copy of our new cookbook. It will be mailed to you soon."

Another thing about magazines like Readers' Digest is that when you subscribe your junk mail increases. This is especially true of the advertising-oriented magazines published for teenage girls.

Once a girl becomes a subscriber, she begins receiving a stream of invitations to join record and book clubs, attend charm schools and "career" academies, take European cruises and have her favorite photo made into an oil painting.

In addition, she receives packets of coupons and special offers, all enticing her to join or buy something. By sending in or using the coupons, the teenage miss can buy something she doesn't need and her parents really can't afford at a so-called discount or special price. About the only recourse for parents is to intercept these packets and destroy them before daughter can take the bait.

When teenagers take the bait they generally find they can't throw the hook. Not long ago, for example, a girl sent in a coupon for a special deal on records offered by a well known record club. When the records started coming, she found she didn't like the selections she was supposed to buy. She tried in vain to get the record club to stop sending records. She began sending back the records unopened. The record company kept sending bills and began writing intimidating letters. The girl's parents took the matter to a lawyer who called the company's hand. Only then did the record company back off.

Unfortunately relatively few teenagers, or adults, are able to have a friendly lawyer step in. For most, the unwanted records and books keep coming, like the junk mail, followed by bills they're afraid not to pay.

You're on the right track, Mr. Henderson. Press the fight, and while you're at it do something about the whole business of subsidized magazines, advertising and junk mail. The special postage rates the big, fat-with-advertising magazines now enjoy date from the time when publications contained information people needed and wanted. Today, many magazines contain so much advertising and so much editorial material catering to advertisers that you can't find the articles for the shampoo and cosmetics ads.

Americans are being told the Post Office is operating in the red and postage rates will have to be raised. The cost of sending a letter is almost certain to go up from six cents to eight to help reduce the deficit.

So don't back off, Mr. Henderson, now that you've gotten started. If you can set the subsidy ceiling you're talking about and do even a little to stop the junk mail we're all tired of getting, a grateful America may cause your picture to be engraved on the first of the new eight cent stamps. *Jim Chaney*